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Office of the Attorney General  
Registry of Charitable Trusts  
P.O. Box 903447  
Sacramento, CA 94203-4470

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Sacramento, CA 95814  
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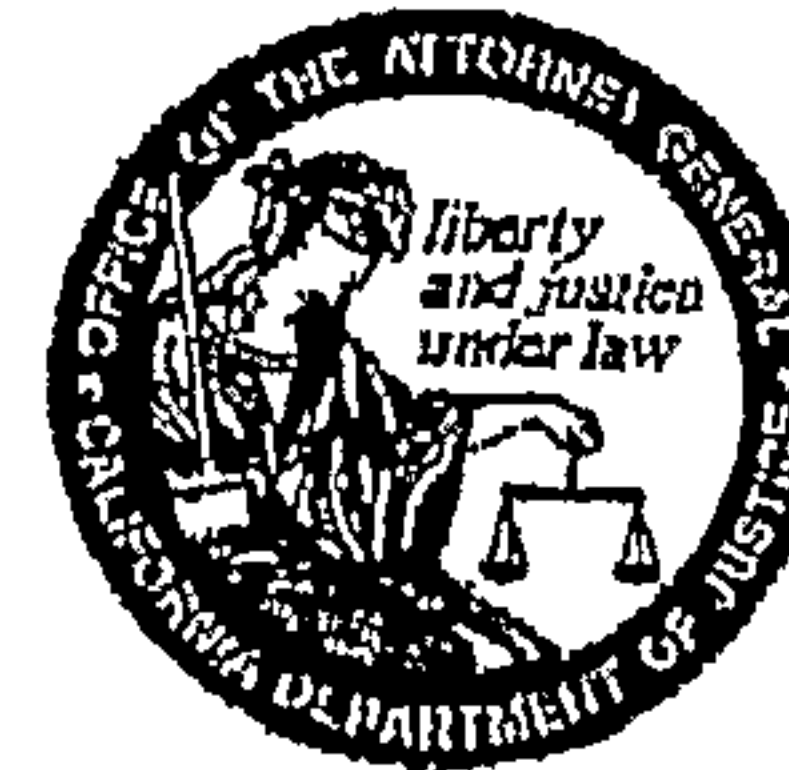
WEB SITE ADDRESS:  
<http://ag.ca.gov/charities/>

# COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES

## 2002 ANNUAL FINANCIAL REPORT (California Government Code Section 12589)

Failure to file annual financial report by January 30 annually for each calendar year of solicitation may result in fines or filing penalties as defined in Government Code Section 12586.1

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



Name and Address of Commercial Fund-raiser:

Donor Services Group, LLC  
11500 Olympic Blvd., Suite 540  
Los Angeles CA 90064

Name and Address of Charitable Organization:

CT No. 103148 F.E.I.N. No. 131644147

Planned Parenthood Federation of America,

Name of Charity  
434 W. 33rd Street

Address of Charity  
New York NY 10001

City, State, and ZIP Code of Charity

Figures from (check one): National Campaign ☐ California Campaign ☐

Telemarketing, Mail held (on) (from) 7/1/2003, 20  , to 12/31/2003, 20    
(Type of Activity) (Date or dates must be shown)

Is the contract between the commercial fund-raiser and charity based upon a fee or percentage of revenues? (check one)  
If other, provide brief explanation \_\_\_\_\_

Fee ☒ Percentage ☐  
Other ☐

### 1. REVENUE

- A. Cash contributions
- B. Entertainment sales or admission charges
- C. Sales from products
- D. Advertisement sales
- E. Membership fees
- F. Other sources: (Specify)

a. \_\_\_\_\_  
b. \_\_\_\_\_  
c. \_\_\_\_\_  
d. \_\_\_\_\_

\_\_\_\_\_ A.  
\_\_\_\_\_ B.  
\_\_\_\_\_ C.  
\_\_\_\_\_ D.  
\_\_\_\_\_ E.  
\_\_\_\_\_ Fa.  
\_\_\_\_\_ Fb.  
\_\_\_\_\_ Fc.  
\_\_\_\_\_ Fd.

G. TOTAL REVENUE

893,777.00 G.

### 2. EXPENSES

- A. Fees or commissions
- B. Salaries
- C. Payroll taxes
- D. Employee benefits
- E. Cost of merchandise for resale
- F. Cost of entertainment
- G. Postage
- H. Advertising
- I. Telephone
- J. Rental of equipment
- K. Facilities charge
- L. Permits
- M. Other expenses: (Specify)

a. \_\_\_\_\_  
b. \_\_\_\_\_  
c. \_\_\_\_\_  
d. \_\_\_\_\_

\_\_\_\_\_ A.  
\_\_\_\_\_ B.  
\_\_\_\_\_ C.  
\_\_\_\_\_ D.  
\_\_\_\_\_ E.  
\_\_\_\_\_ F.  
\_\_\_\_\_ G.  
\_\_\_\_\_ H.  
\_\_\_\_\_ I.  
\_\_\_\_\_ J.  
\_\_\_\_\_ K.  
\_\_\_\_\_ L.

N. TOTAL EXPENSES

\_\_\_\_\_ Ma.  
\_\_\_\_\_ Mb.  
\_\_\_\_\_ Mc.  
\_\_\_\_\_ Md.

300,971.00 N.

**PLEASE SEE ATTACHED  
BREAKDOWN OF EXPENSES**

RECEIVED  
MAR 09 2004  
Registry of Charitable Trusts  
Attorney General's

Rec'd back 5/10/04

**COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES  
2002 ANNUAL FINANCIAL REPORT**

(California Government Code Section 12599)

Page 2

3. Amount to Charity (subtract line 2N from line 1G)

592,806.00 3.

4. Less additional fund-raising expenses paid by charity (to be completed by charity)

— 4.

5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s)

— 5.

6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3)

592,806.00 6.

7. (a) Does any officer, director, partner or owner of the Commercial Fund-raiser have any affiliation with or control over, directly or indirectly, the charitable organization for which the Commercial Fund-raiser has contracted to solicit?

☐ Yes ☒ No If "yes," complete the following:

Name of officer, director, partner or owner of Commercial Fund-raiser	Name and address of charitable organization	Relationship of officer, etc. To charitable organization

(b) For each affiliation identified in 7 (a), attach copy of the contract between the commercial fundraiser and the charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, it is true, correct and complete.

Signature of authorized officer (Commercial Fund-raiser)

Printed Name

Title

Date

Thomas Siegel

CFO

2/5/04

This report must be signed by two officers or directors of the charitable organization for verifying the distribution.

Signature of authorized officer/director (Charity)

Printed Name

Title

Date

FRANCINE STEIN

Acting VP Dev 2/12/04

Signature of authorized officer/director (Charity)

Printed Name

Title

Date

JEFFREY MECHANICK

VP Bus Supp 2/12/04

SrCS  
CFO

Facter Direct Ltd  
Campaign Expense Allocation

	\$	300,971.00
Printing	\$	6,988.73
Postage	\$	17,621.17
Telephone	\$	16,556.43
Payroll	\$	103,042.18
Employee benefits	\$	7,664.55
Rent	\$	16,439.62
Office manager	\$	35,674.22
Utilities	\$	3,756.08
Equipment	\$	3,637.02
Recruitment	\$	2,561.94
Computer Programming	\$	2,176.07
Office expenses	\$	67,779.66
P.S. Fee/Profit	\$	17,073.34
Total	\$	300,971.00